

19. A device for delivering a body implantable lead, the device comprising:

5 a main wire body having a proximal extremity and a distal extremity;  
a steering knob secured to the proximal extremity of the main wire body; and  
a flexible distal portion having a proximal end secured to the distal extremity of the main body, the flexible distal portion comprising a wire coil.

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20. The device defined in claim 19 in which:  
the wire coil comprising the flexible distal portion of the device has an outer diameter substantially the same as that of the main body.

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21. The device defined in claim 19 in which:  
the wire coil comprising the flexible distal portion of the device has an outer diameter smaller than that of the main body.

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22. The device defined in claim 19 in which:  
the wire coil comprising the flexible distal portion of said device includes a proximal section and a distal section, the distal section being more flexible than the proximal section.

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23. The device defined in claim 22 in which:  
the distal section of the wire coil has an outer diameter smaller than that of the proximal section of the wire coil.

30 24. The device defined in claim 23 in which:  
the proximal section of the wire coil has an outer diameter substantially equal to that of the main body.

25. The device defined in claim 23 in which:  
the proximal section of the wire coil has an outer diameter  
smaller than that of the main body.

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26. A device for delivering a body implantable lead, the device  
comprising:  
a main wire body having a proximal extremity and a distal  
extremity;  
a steering knob secured to the proximal extremity of the  
main wire body; and  
a flexible distal portion having a proximal end secured to the  
distal extremity of the main body, the flexible distal portion of said  
device comprising a proximal section and a distal section, the distal  
section being more flexible than the proximal section.

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27. The device defined in claim 26 in which:  
the proximal section and the distal section of the flexible  
distal portion of the device comprise wire coils.

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28. The device defined in claim 27 in which:  
the wire coil comprising the distal section has an outer  
diameter smaller than that of the wire coil comprising the proximal  
section.

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29. The device defined in claim 28 in which:  
the wire coil comprising the proximal section has an outer  
diameter substantially the same as that of the main body.

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30. The device defined in claim 28 in which:  
the wire coil comprising the proximal section has an outer  
diameter smaller than that of the main body.

31. The device defined in claim 26 in which:  
the proximal and distal sections comprise a unitary  
structure.

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32. The device defined in claim 31 in which:  
the proximal and distal sections are cylindrical, the proximal section  
having an outer diameter smaller than that of the main body and the distal  
section having an outer diameter smaller than that of the proximal section.

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33. The device defined in claim 31 in which:  
the proximal section is cylindrical and has a diameter smaller than  
that of the main body, and wherein the distal section comprises a thin leaf.

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34. The device defined in claim 33 in which:  
the thin leaf has a rectangular shape with a width substantially the  
same as the diameter of the proximal section.

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35. The device defined in claim 34 in which:  
the flexible distal portion of the device includes a wire coil  
surrounding the proximal and distal sections of the flexible distal portion.

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36. The device defined in claim 35 in which:  
the thin leaf includes a distal tip, the wire coil surrounding the  
proximal and distal sections of the flexible distal portion having one end  
attached to the distal tip of the thin leaf and another end attached to the  
proximal end of the flexible distal portion.

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37. A method of implanting an electrode of an endocardial lead  
at an implantation site within a cardiac vein accessible via the superior  
vena cava (SVC), coronary os and the coronary sinus region, the lead  
including a distal portion and a lumen communicating with an aperture in